

October 30, 2004

Ms. Marlene H Dortch
Secretary
Federal Communications Commission
445 12th Street, W.W.
Washington, D.C. 20554

Re: NewRadio Group stations
WDLB-AM, Marshfield, WI
WLJY-FM, Marshfield, WI
WOSQ-FM, Spencer/Marshfield, WI
WYTE-FM, Stevens Point WI
Localism Initiatives Synopsis

Filed by: Wayne A. Ripp
General Manager

In regards to Docket No. 04-233

Local News Investment...

-NewRadio Group (NRG) has 2 full time News Directors. These News Directors not only cover local and state news, they identify and address our community and Central Wisconsin's issues through newscasts, talk shows and community affairs programs.

-NRG airs 26 newscasts per day between the four stations. Newscasts air throughout the day from 5:30am until 6pm. Newscasts vary in length from a 2-minute headline newscast to 15-minute community news.

-All of our newscasts are focused first on local and state news.

-In addition to local news, we broadcast over 120 minutes of Agricultural news and reports per day from 5am – 6pm.

-NRG has a full time Sports Director who covers local sports teams which includes High School teams, local universities, Legion, Little League, etc.

-We also air local programs of interest to area listeners such as Stock Market Reports covering stocks of local companies. We have two professional football players from the area, which we interview weekly during the football season.

Local Public Affairs

-WDLB-AM airs 3 hours of local talk programming per day Monday – Friday. These hours may consist of interviewing local politicians, community leaders, community service clubs and allowing an open discussion for listeners to voice their concerns. At least once a month we have the Marshfield Mayor on for an open program called “Ask the Mayor”.

-WLJY-FM airs a daily short form program focused on Fathers and the family. This program gives Fathers tips on getting involved with their children and addresses issues fathers commonly face. This program is aired Monday – Friday.

-All of our stations have a Public Service Director who identifies and solicits Public Service Announcements (PSA), which we are a minimum of 1x per hour on all 4 of our stations. On WDLB and WOSQ we try to bring in people from the organization to record their PSA. We have had people from the local Red Cross, United Way, Lions Club and other service clubs and organizations in to record their message.

-All four of our stations air weekly community affairs programs (Pin-Point) addressing issues within our listening area. These issues may range from health care issues, road issues, schools, local and county government, etc. Our News Directors and management identify issues. We also ask the staff for input if they hear of any issues communities have which our news department needs to address.

-WDLB and WOSQ broadcast a weekend sports program covering all area high schools within our listening area. “On Sports” is one hour in length and provides listeners with information on their high school sports teams we were not able to cover during the week. Our Sports Director interviews local coaches and the program is broadcast each Saturday during the sports season.

Emergency Programming...

-NRG stations are in communication with all local schools sharing information on who is authorized to cancel school for snow and other emergencies. We have developed a code system with our local schools and other organizations in order to prevent any fraud.

-All 4 of our stations participate in the Amber Alert warnings for Wisconsin. We air Amber Alerts through our EAS system. We air Amber Alert announcements when we have an emergency until the situation is resolved. All of our NRG stations are EAS monitoring stations.

-NRG stations subscribe to Weather Eye Weather Service from Minnesota. They supply all of our stations with regular weather service 24 hours per day, 7 days a week. In severe weather situations, they provide us with constant updates depending on the situation.

-Local and county law enforcement agencies notify the appropriate NRG station of any severe weather or emergencies within our listening area. Our stations then air the emergency situation until it is rectified. For example, on 10/28/04 local phone service was out for a number of communities within our listening area. We informed our listening audience of the situation and made sure they knew if they had an emergency 911 was available through a cell phone. The problem was corrected within a couple of hours and we informed our listeners phone service was back when the problem was resolved.

-Any or all of our stations are prepared to air any type of emergency programming whenever it occurs.

Music...

-WLJY-FM sponsored "Lunch by the River" in Wisconsin Rapids this summer. People were able to hear local musical acts, dance acts and other entertainment over their noon hour.

-All of our stations have sponsored musical acts. In September, each station sponsors different entertainment at the Central Wisconsin State Fair held in Marshfield. These acts range from national headliners to local entertainers who perform at the fair. WYTE and WLJY sponsor and promote a number of entertainment acts at the University of Stevens Point throughout the year.

Station Participation in Community Activities...

-WYTE-FM raised over \$90,000 in September with a 3 day Telethon for Children's Miracle Network (CMN) and the Children's Hospital in Marshfield. The morning show broadcast live from 6am – 6pm these three days. This was our second year doing the CMN Tele-thon. In 2003, we raised approximately \$63,000.

-All of our stations co-sponsor and promote bicycle safety with our partner Security Health Plan. We promote an event in the following cities...Marshfield, Wisconsin Rapids, Stevens Point and Mosinee. Kids bring their bikes to this event. Each bike is given a safety check and kids are run through an obstacle course, which presents them with different traffic problems they could encounter. Each child is also given a bicycle safety helmet.

-WLJY-FM is currently sponsoring and promoting "Operation Boot-Strap". This is a program where we collect winter clothing for needy families. The collection of items takes place the end of October through December 31st. A local Dry Cleaner cleans all items as a partner in this promotion. Listeners donate all items.

-WDLB/WOSQ co-sponsor the “Crystal Apple Awards” involving a number of school districts in the Marshfield area. The Crystal Apple Awards honors teachers in the school districts involved. WDLB/WOSQ provides airtime for soliciting nominations, news coverage of the event and we cover this event with our local talk shows on WDLB.

-WDLB/WLJY/WOSQ/WYTE participates in the annual Breakfast with Santa held each December at the Marshfield Eagles Club. This is a fundraiser for Special Olympic Children in Central Wisconsin. We provide airtime promoting the breakfast and solicit clients for toys as door prizes during the breakfast. Our staff also cooks, waits tables and washes dishes for this event. The event is held the first Sunday in December each year. We help raise over \$2,000 for Special Olympics with this event.

-WLJY-FM participated in the Central Wisconsin Alzheimer walks. These events drew attention and were fundraisers to find a cure to Alzheimer’s. WLJY-FM promoted the events with announcements, live remotes prior to the walks and our on-air personalities participating in the events.

-WYTE-FM participates in the annual MDA fundraiser sponsored by a Central Wisconsin Business. We promote the events on air, M.C. the banquet, we help staff the golf outing and this year put on a Texas Holdem’ poker tournament to help raise money for MDA.

-In October 2004 WLJY organized its first “Women in Business” luncheon. Just over 100 women attended this luncheon at which NewRadio Group’s CEO Mary Quass was the guest speaker. We plan to hold 4 of these luncheons a year featuring speakers who will address women’s issues. We also plan to expand the number of attendees.

-On 10/12/04 I participated in a round table discussion at the Marshfield Clinic regarding health issues in Central Wisconsin. The concern is the over weight problem with our population and the health effects it’s having with our youth. This was a two-hour discussion on how to make the public aware of the fact there is a problem, who needs to be in charge of this and who pays for this awareness campaign. NRG stations will be involved with broadcasting awareness ads, community affairs programs and our talk shows.

-We have sales people and other staff members who serve on a number of different boards in the communities we serve. These boards range from Chamber boards, Library boards to Rotary and Lions clubs. Ideas for serving our local communities are often addressed due to our stations involvement on such boards. For example, WDLB-AM created a summer reading incentive where children are required to read a certain number of books and we take them to a water park if they achieve their goal. WDLB-AM provides the bus, water park tickets and works with a local sponsor to supply lunch for the kids.

-“Cactus Charity Games”...each spring WDLB-AM raises \$3,500 to \$4,000 with this program. Our sales staff identifies local non-profit organizations in our communities in need of money. We then take a pre-season Milwaukee Brewer Baseball game and commit each ½ inning to a local charity. Our sales staff then sells sponsors to that inning with 50% of the funds going to the designated charity. These charities range from the local United Way, Red Cross, local volunteer fire departments to special funds set up for people who may have lost a limb in a farming accident.

-“Safe Halloween”...WYTE and WLJY have promoted a safe Halloween since 2002. This has been in conjunction with the Grand Rapids Lions Club and the Cedar Creek Mall. WYTE and WLJY organize and promote this event so area families can have a safe Halloween. We provide candy and promote this event on air. Parents can bring their children to a venue where they know their children will receive safe candy and don’t have to worry about vehicle traffic.

-“Sports Calendar Scholarship”...the WDLB-AM sales staff sells ads on a sports calendar for two Marshfield area High Schools. From these sales, WDLB-AM provides three scholarships which are given to local students in May.